

Media Advisory

National Weather Service
Des Moines, IA

September 21, 2004
2004-13

Winter Weather Awareness Day *November 10, 2004*

The National Weather Service and the Iowa Homeland Security and Emergency Management have declared November 10, 2004 as Winter Weather Awareness Day in Iowa. Winter Weather Awareness Day is held to remind Iowans that the winter weather season is rapidly approaching.

The Winter Preparedness section of the National Weather Service in Johnston will contain detailed information about winter weather threats, National Weather Service products issued, safety at home and in the car, and wind chill charts. In addition, recorded Public Service Announcements are available for free download on the page. The Public Service Announcements are in 30 and 60 second lengths on each major winter weather topic.

The direct link to the Winter Weather Preparedness page is:
<http://www.crh.noaa.gov/dmx/winter.shtml>

Public Information Statements will be issued on November 10, 2004 covering various winter weather topics.

Look for the *Iowa Weather News - Fall 2004 Edition* in October which will include the latest news concerning National Weather Service products and services. In the Iowa Weather News, a WeatherQuest show will be announced. WeatherQuest is a 30 minute call-in talk show on all NOAA Weather Radio stations in central Iowa.

For Winter Weather Awareness Week to be successful, media coverage is vital. Interviews, special programming and news articles are encouraged. Contact Jeff Johnson, National Weather Service, to schedule an interview at 515-270-4501 ext. 726. Radio media are encouraged to utilize the free winter weather Public Service Announcements on our website.